Multimedia Production Specialist
exploreMedia is a growing advertising, media, and marketing agency based in Montgomery, Alabama. Through publications like *CentrAL INC!* Business Journal, *PULSE*, *Faces of Montgomery*, and the *Know the Community* Newcomers Guide, along with digital marketing services for clients, we help businesses connect with their audiences through compelling storytelling, creative marketing, and strategic communication.

We are seeking a Multimedia Production Specialist who is passionate about visual storytelling and understands how video, photography, audio, and emerging technologies influence audience engagement and business growth. This position is ideal for someone who combines creativity with technical expertise, embraces AI-powered production tools, communicates proactively, and thrives in a fast-paced, collaborative environment.

If you enjoy creating content that captures attention, tells meaningful stories, and delivers measurable marketing results, you'll fit right in with our team.

The Role
This position is responsible for producing engaging multimedia content that supports exploreMedia's publications, agency clients, exploreHVAC, and internal marketing initiatives. From concept to final delivery, you'll create high-quality videos, podcasts, photography, and digital media designed to educate, inspire, and generate results.

This is not simply a videographer or editor role. We're looking for someone who understands marketing strategy, audience engagement, visual storytelling, and content distribution across multiple platforms. The ideal candidate can manage projects independently, communicate effectively, and consistently deliver polished creative work on deadline.

What You Will Do
Video Production & Storytelling
- Develop creative concepts, scripts, and storyboards for marketing campaigns and branded storytelling.
- Capture and produce high-quality video content for agency clients, exploreMedia publications, and internal marketing initiatives.
- Film interviews, testimonials, promotional videos, commercials, social media content, and streaming TV campaigns.
- Produce engaging short-form video content optimized for YouTube, Facebook, Instagram, LinkedIn, TikTok, OTT, and streaming platforms.
- Edit videos using professional editing software, incorporating motion graphics, music, sound design, and visual effects.

AI Video Production
- Create and manage AI-generated video content for exploreHVAC and other company initiatives.
- Research and implement emerging AI video tools and production techniques to improve efficiency and creative quality.
- Identify opportunities to leverage AI technologies to enhance storytelling, streamline production, and support marketing campaigns.

Podcast Production
- Plan, record, edit, and publish both audio and video podcast episodes.
- Manage recording equipment, audio quality, and post-production workflows.
- Create promotional assets for podcast distribution across multiple platforms.

Photography & Visual Content
- Capture professional photography for publications, events, marketing campaigns, editorial features, and client projects.
- Edit and retouch images for print, digital, social media, and advertising use.
- Maintain consistent visual quality and brand standards across all photography.

Project Management & Production

- Manage multiple production schedules and deadlines simultaneously.
- Coordinate projects from concept through final delivery.
- Organize digital assets, footage, photography, and production files.
- Communicate project status proactively and identify potential production challenges before deadlines are impacted.

Who You Are

The right person for this role is someone who:

- Understands that great video is about storytelling and marketing—not just beautiful footage.
- Thinks strategically about how multimedia content influences consumer behavior and business results.
- Stays up to date with current social media trends and concepts.
- Communicates proactively and keeps team members informed throughout projects.
- Manages multiple deadlines without requiring constant oversight.
- Takes ownership of projects from concept through completion.
- Is highly organized and maintains clean, accessible production files.
- Accepts feedback professionally and implements revisions efficiently.
- Is naturally curious and committed to continuous improvement.
- Actively seeks out new production techniques, AI tools, editing workflows, creative trends, and emerging technologies.
- Enjoys learning new skills and solving technical challenges.

What We're Not Looking For

This role is likely not a fit for someone who:

- Requires extensive supervision to stay on task or manage deadlines.
- Waits until deadlines are at risk before communicating challenges.
- Is uncomfortable learning new technologies or AI tools.
- Prefers only filming or editing and isn't interested in the complete production process.
- Struggles to manage multiple creative projects simultaneously.
- Views technology challenges as someone else's responsibility.

Tools & Platforms

Required

- Adobe Premiere Pro, DaVinci Resolve, or Final Cut Pro
- Adobe Photoshop
- Professional camera, lighting, and audio equipment
- ChatGPT and AI-powered production tools
- Google Workspace

Preferred

- Adobe After Effects
- Color grading and correction
- Studio or set design
- Photography retouching
- AI video platforms (Runway, Veo, Pika, Kling, or similar)
- Basic IT troubleshooting experience
- Podcast production software

What Success Looks Like After 90 Days

Within the first 90 days, you have become a trusted creative partner who consistently produces high-quality multimedia content while managing multiple projects with confidence.

Video and podcast production workflows are organized, deadlines are consistently met, and creative assets are delivered on time with minimal revisions. You have become proficient in exploreMedia's production standards, embraced AI-powered creative tools, and identified opportunities to improve efficiency and storytelling.

Compensation & Benefits

Salary

- $45,000–$50,000 annually, based on experience, paid bi-monthly

Performance Bonus

- Quarterly bonus opportunities beginning after a successful six-month introductory period
- Bonus potential of approximately $4,000–$8,000 annually based on company performance

Benefits

- Blue Cross Blue Shield Health & Dental Insurance
- Paid Holidays + Paid Time Off
- 401(k) with 4% Company Match

How To Apply

Please send your resume, references, and examples of work (portfolio, links to completed projects) to Jina Miniard at jina@exploremedia.com.

Selected candidates may be asked to complete a creative production assignment demonstrating their storytelling abilities, technical skills, AI proficiency, communication, and project management approach.